

Rep Order# 9847196 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 584539

Printed: 10/23/2012 10:50 AM  
Last Received: 10/22/2012 4:49 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 3420  
Buyer NMRPP MediaAssistant  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/3420  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LINE 42 NA- SPOTS ADDED -LNS 45-50 - DOLLARS REINSTATED  
PER AGENCY...TTL=\$33,710

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*42	SA	1005P-1035P	SEINFELD WK	:30	\$250.00	10/20-10/20	0	0	0	\$0.00	

Rating: 1.2

Sales Remark: V5 1X 10/20 N/A DT INCORRECT PRG ORDERED  
NA

V5 Comment Changed, Spots/week Changed

*45	W	530P-9P	MLB WORLD SERIES	:30	\$3,600.00	10/24-10/24	2	1	2	\$7,200.00
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Sales Remark: V5 \$ REINSTATED - PER AGENCY REQUEST  
V5 Added

*46	TH	530P-9P	MLB WORLD SERIES	:30	\$3,600.00	10/25-10/25	3	1	3	\$10,800.00
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Sales Remark: V5 \$ REINSTATED - PER AGENCY REQUEST  
V5 Added

*47	W-TH	6A-7A	NEWS	:30	\$650.00	10/24-10/25	4	1	4	\$2,600.00
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Sales Remark: V5 ADD  
REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER  
V5 Added

*48	W-TH	7A-8A	NEWS	:30	\$650.00	10/24-10/25	4	1	4	\$2,600.00
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Sales Remark: V5 ADD  
REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*49	W-TH	11A-12P	NEWS	:30	\$400.00	10/24-10/25	2	1	2	\$800.00	
		Sales Remark: V5 ADD- REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER										
		V5 Added										
	*50	W-TH	12P-1230P	NEWS	:30	\$400.00	10/24-10/25	2	1	2	\$800.00	
		Sales Remark: V5 ADD- REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER										
		V5 Added										

--REPORT TOTALS--

Report Totals: 17 / \$24,800.00

--SALES MONTHLY TOTALS--

Oct 12: 27 / \$33,710.00

Sales Totals: 27 / \$33,710.00

Station Totals: 27 / \$33,710.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$133,558	CABL	0%	KDLU	0%	KJZZ	3%	KSL	24%	KSTU	25%
		KTVX	9%	KUCW	2%	KUTV	33%	UNKB	0%	UNKN	0%

Books null  
Demos RA3564